



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 2513187

Schedule Dates 10/03/16-11/11/16
Advertiser Barbara Comstock for VA House of Delegates 10th District-R
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand VA CD10 Comstock 2016 (835667)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 4503
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 05/31/16
Last Modified 10/14/16
Entered By Kimberly Camps
CO-OP No
Headline #
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$43,095.00
Net Total \$244,205.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2016	122	\$172,900.00
Nov. 2016	48	\$114,400.00
Grand Total:	170	\$287,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/03/16-10/07/16	4	:30	6A- News-Good Morning Washington at 6a	3	X	X	X	X	X			3	\$500.00	\$1,500.00	Washington (WJLA)		5/31/16
2.0	Normal Line / SPOT	10/10/16-10/14/16	4	:30	6A- News-Good Morning Washington at 6a	3	X	X	X	X	X			3	\$500.00	\$1,500.00	Washington (WJLA)		5/31/16
3.0	Revised Line / SPOT	10/17/16-10/21/16	4	:30	6A- News-Good Morning Washington at 6a	3	X	X	X	X	X						Washington (WJLA)		5/31/16
3.1	Normal Line / SPOT	10/17/16-10/21/16	4	:30	6A- News-Good Morning Washington at 6a	3	X	X	X	X	X			3	\$500.00	\$1,500.00	Washington (WJLA)		10/7/16
4.0	Normal Line / SPOT	10/24/16-10/28/16	4	:30	6A- News-Good Morning Washington at 6a	4	X	X	X	X	X			4	\$500.00	\$2,000.00	Washington (WJLA)		5/31/16
5.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	6A- News-Good Morning Washington at 6a	4	X	X	X	X	X			4	\$500.00	\$2,000.00	Washington (WJLA)		5/31/16
6.0	Normal Line / SPOT	11/07/16-11/11/16	4	:30	6A- News-Good Morning Washington at 6a	1	X	X	X	X	X			1	\$500.00	\$500.00	Washington (WJLA)		5/31/16
7.0	Revised Line / SPOT	10/03/16-10/07/16	4	:30	6:58A- ABC-Good Morning America	6	X	X	X	X	X						Washington (WJLA)		5/31/16
7.1	Normal Line / SPOT	10/03/16-10/07/16	4	:30	6:58A- ABC-Good Morning America	6	X	X	X	X	X			6	\$600.00	\$3,600.00	Washington (WJLA)		9/30/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Brand

VA CD10 Comstock 2016 (835667)

Salesperson

HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)

Sales Office

WJLA/GJLA/EJLA

Buyer Name

Phone/Fax

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CPE

4503

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Kimberly Camps

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Commission %

15.00

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\$43,095.00

Net Total

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8.0	Revised Line / SPOT	10/10/16-10/14/16	4	:30	6:58A- ABC-Good Morning America	6	X	X	X	X	X						Washington (WJLA)		5/31/16
8.1	Normal Line / SPOT	10/10/16-10/14/16	4	:30	6:58A- ABC-Good Morning America	6	X	X	X	X	X			6	\$600.00	\$3,600.00	Washington (WJLA)		9/30/16
9.0	Revised Line / SPOT	10/17/16-10/21/16	4	:30	6:58A- ABC-Good Morning America	6	X	X	X	X	X						Washington (WJLA)		5/31/16
9.1	Revised Line / SPOT	10/17/16-10/21/16	4	:30	6:58A- ABC-Good Morning America	6	X	X	X	X	X						Washington (WJLA)		9/30/16
9.2	Normal Line / SPOT	10/17/16-10/21/16	4	:30	6:58A- ABC-Good Morning America	6	X	X	X	X	X			6	\$600.00	\$3,600.00	Washington (WJLA)		10/7/16
10.0	Revised Line / SPOT	10/24/16-10/28/16	4	:30	6:58A- ABC-Good Morning America	8	X	X	X	X	X						Washington (WJLA)		5/31/16
10.1	Normal Line / SPOT	10/24/16-10/28/16	4	:30	6:58A- ABC-Good Morning America	8	X	X	X	X	X			8	\$600.00	\$4,800.00	Washington (WJLA)		9/30/16
11.0	Revised Line / SPOT	10/31/16-11/04/16	4	:30	6:58A- ABC-Good Morning America	8	X	X	X	X	X						Washington (WJLA)		5/31/16
11.1	Normal Line / SPOT	10/31/16-11/04/16	4	:30	6:58A- ABC-Good Morning America	8	X	X	X	X	X			8	\$600.00	\$4,800.00	Washington (WJLA)		9/30/16

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Brand

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Salesperson

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Sales Office

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12.0	Revised Line / SPOT	11/07/16-11/11/16	4	:30	6:58A- ABC-Good Morning America	2	X	X	X	X	X						Washington (WJLA)		5/31/16
12.1	Normal Line / SPOT	11/07/16-11/11/16	4	:30	6:58A- ABC-Good Morning America	2	X	X	X	X	X			2	\$600.00	\$1,200.00	Washington (WJLA)		9/30/16
13.0	Revised Line / SPOT	10/03/16-10/07/16	4	:30	11:59:56A- News-ABC 7 News at Noon	4	X	X	X	X	X						Washington (WJLA)		5/31/16
13.1	Normal Line / SPOT	10/03/16-10/07/16	4	:30	11:59:56A- News-ABC 7 News at Noon	4	X	X	X	X	X			4	\$500.00	\$2,000.00	Washington (WJLA)		9/30/16
14.0	Revised Line / SPOT	10/10/16-10/14/16	4	:30	11:59:56A- News-ABC 7 News at Noon	4	X	X	X	X	X						Washington (WJLA)		5/31/16
14.1	Revised Line / SPOT	10/10/16-10/14/16	4	:30	11:59:56A- News-ABC 7 News at Noon	4	X	X	X	X	X						Washington (WJLA)		9/30/16
14.2	Normal Line / SPOT	10/10/16-10/14/16	4	:30	11:59:56A- News-ABC 7 News at Noon	4	X	X	X	X	X			4	\$400.00	\$1,600.00	Washington (WJLA)		10/7/16
15.0	Revised Line / SPOT	10/17/16-10/21/16	4	:30	11:59:56A- News-ABC 7 News at Noon	4	X	X	X	X	X						Washington (WJLA)		5/31/16
15.1	Revised Line / SPOT	10/17/16-10/21/16	4	:30	11:59:56A- News-ABC 7 News at Noon	4	X	X	X	X	X						Washington (WJLA)		9/30/16

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Strategic Media Placement (6694)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

VA CD10 Comstock 2016 (835667)

Salesperson

HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)

Sales Office

WJLA/GJLA/EJLA

Buyer Name

Phone/Fax

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CPE

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15.2	Revised Line / SPOT	10/17/16-10/21/16	4	:30	11:59:56A- News-ABC 7 News at Noon	4	X	X	X	X	X						Washington (WJLA)		10/7/16
15.3	Normal Line / SPOT	10/17/16-10/21/16	4	:30	11:59:56A- News-ABC 7 News at Noon	4	X	X	X	X	X			4	\$200.00	\$800.00	Washington (WJLA)		10/14/16
16.0	Revised Line / SPOT	10/24/16-10/28/16	4	:30	11:59:56A- News-ABC 7 News at Noon	5	X	X	X	X	X						Washington (WJLA)		5/31/16
16.1	Normal Line / SPOT	10/24/16-10/28/16	4	:30	11:59:56A- News-ABC 7 News at Noon	5	X	X	X	X	X			5	\$500.00	\$2,500.00	Washington (WJLA)		9/30/16
17.0	Revised Line / SPOT	10/31/16-11/04/16	4	:30	11:59:56A- News-ABC 7 News at Noon	5	X	X	X	X	X						Washington (WJLA)		5/31/16
17.1	Normal Line / SPOT	10/31/16-11/04/16	4	:30	11:59:56A- News-ABC 7 News at Noon	5	X	X	X	X	X			5	\$500.00	\$2,500.00	Washington (WJLA)		9/30/16
18.0	Revised Line / SPOT	11/07/16-11/11/16	4	:30	11:59:56A- News-ABC 7 News at Noon	1	X	X	X	X	X						Washington (WJLA)		5/31/16
18.1	Normal Line / SPOT	11/07/16-11/11/16	4	:30	11:59:56A- News-ABC 7 News at Noon	1	X	X	X	X	X			1	\$500.00	\$500.00	Washington (WJLA)		9/30/16
19.0	Normal Line / SPOT	10/03/16-10/07/16	4	:30	12:30P- Who Wants to be a Millionaire	4	X	X	X	X	X			4	\$450.00	\$1,800.00	Washington (WJLA)		5/31/16

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Date:

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Advertiser

Barbara Comstock for VA House of Delegates 10th District-R

Agency

Strategic Media Placement (6694)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

VA CD10 Comstock 2016 (835667)

Salesperson

HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)

Sales Office

WJLA/GJLA/EJLA

Buyer Name

Phone/Fax

/

CPE

4503

Account Types

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Billing Type

Standard

Comments

Date Entered

05/31/16

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10/14/16

Entered By

Kimberly Camps

CO-OP

No

Headline

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20.0	Normal Line / SPOT	10/10/16-10/14/16	4	:30	12:30P- Who Wants to be a Millionaire	4	X	X	X	X	X			4	\$450.00	\$1,800.00	Washington (WJLA)		5/31/16
21.0	Revised Line / SPOT	10/17/16-10/21/16	4	:30	12:30P- Who Wants to be a Millionaire	4	X	X	X	X	X						Washington (WJLA)		5/31/16
21.1	Revised Line / SPOT	10/17/16-10/21/16	4	:30	12:30P- Who Wants to be a Millionaire	4	X	X	X	X	X						Washington (WJLA)		10/7/16
21.2	Normal Line / SPOT	10/17/16-10/21/16	4	:30	12:30P- Who Wants to be a Millionaire	4	X	X	X	X	X			4	\$150.00	\$600.00	Washington (WJLA)		10/14/16
22.0	Normal Line / SPOT	10/24/16-10/28/16	4	:30	12:30P- Who Wants to be a Millionaire	5	X	X	X	X	X			5	\$450.00	\$2,250.00	Washington (WJLA)		5/31/16
23.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	12:30P- Who Wants to be a Millionaire	5	X	X	X	X	X			5	\$450.00	\$2,250.00	Washington (WJLA)		5/31/16
24.0	Normal Line / SPOT	11/07/16-11/11/16	4	:30	12:30P- Who Wants to be a Millionaire	1	X	X	X	X	X			1	\$450.00	\$450.00	Washington (WJLA)		5/31/16
25.0	Normal Line / SPOT	10/03/16-10/07/16	4	:30	12:57:56P- ABC-The Chew	4	X	X	X	X	X			4	\$450.00	\$1,800.00	Washington (WJLA)		5/31/16
26.0	Revised Line / SPOT	10/10/16-10/14/16	4	:30	12:57:56P- ABC-The Chew	4	X	X	X	X	X						Washington (WJLA)		5/31/16
26.1	Normal Line / SPOT	10/10/16-10/14/16	4	:30	12:57:56P- ABC-The Chew	4	X	X	X	X	X			4	\$300.00	\$1,200.00	Washington (WJLA)		10/7/16

CONFIRMATION CONTRACT

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27.1	Normal Line / SPOT	10/17/16-10/21/16	4	:30	12:57:56P- ABC-The Chew	4	X	X	X	X	X			4	\$450.00	\$1,800.00	Washington (WJLA)		10/7/16
28.0	Normal Line / SPOT	10/24/16-10/28/16	4	:30	12:57:56P- ABC-The Chew	5	X	X	X	X	X			5	\$450.00	\$2,250.00	Washington (WJLA)		5/31/16
29.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	12:57:56P- ABC-The Chew	5	X	X	X	X	X			5	\$450.00	\$2,250.00	Washington (WJLA)		5/31/16
30.0	Normal Line / SPOT	11/07/16-11/11/16	4	:30	12:57:56P- ABC-The Chew	1	X	X	X	X	X			1	\$450.00	\$450.00	Washington (WJLA)		5/31/16
31.0	Normal Line / Prime Premium	11/02/16-11/02/16	4	:30	9P- ABC-Modern Family (Wednesday)	1			X						\$12,000.00		Washington (WJLA)		5/31/16
31.0.1	Closed Preempt	11/02/16															Washington (WJLA)	Program Change/Exception	
32.0	Normal Line / Prime Premium	11/03/16-11/03/16	4	:30	7:57:56P- ABC-Greys Anatomy (Thursday)	1				X				1	\$12,000.00	\$12,000.00	Washington (WJLA)		5/31/16
33.0	Normal Line / Prime	11/06/16-11/06/16	4	:30	6:58P- ABC-Americas Funniest Home Videos (Sunday)	1							X	1	\$4,000.00	\$4,000.00	Washington (WJLA)		5/31/16
34.0	Normal Line / Prime	11/04/16-11/04/16	4	:30	10:01P- ABC-20/20 (Friday)	1					X			1	\$7,500.00	\$7,500.00	Washington (WJLA)		6/1/16
35.0	Normal Line / Prime Premium	11/07/16-11/07/16	4	:30	8P- ABC-Dancing with the Stars (Monday)	1	X							1	\$12,000.00	\$12,000.00	Washington (WJLA)		6/1/16

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10/14/16

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Kimberly Camps

CO-OP

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Grand Total:	170	\$287,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
36.0	Normal Line / SPOT	10/03/16-10/07/16	4	:30	6:27P- 6:30P (EST)	3	X	X	X	X	X			3	\$6,000.00	\$18,000.00	Washington (WJLA)		6/1/16
37.0	Revised Line / SPOT	10/10/16-10/14/16	4	:30	6:27P- 6:30P (EST)	3	X	X	X	X	X						Washington (WJLA)		6/1/16
37.1	Normal Line / SPOT	10/10/16-10/14/16	4	:30	6:27P- 6:30P (EST)	5	X	X	X	X	X			5	\$4,000.00	\$20,000.00	Washington (WJLA)		10/7/16
38.0	Revised Line / SPOT	10/17/16-10/21/16	4	:30	6:27P- 6:30P (EST)	3	X	X	X	X	X						Washington (WJLA)		6/1/16
38.1	Revised Line / SPOT	10/17/16-10/21/16	4	:30	6:27P- 6:30P (EST)	3	X	X	X	X	X						Washington (WJLA)		10/7/16
38.2	Normal Line / SPOT	10/17/16-10/21/16	4	:30	6:27P- 6:30P (EST)	3	X	X	X	X	X			3	\$4,000.00	\$12,000.00	Washington (WJLA)		10/14/16
39.0	Normal Line / SPOT	10/24/16-10/28/16	4	:30	6:27P- 6:30P (EST)	4	X	X	X	X	X			4	\$6,000.00	\$24,000.00	Washington (WJLA)		6/1/16
40.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	6:27P- 6:30P (EST)	4	X	X	X	X	X			4	\$6,000.00	\$24,000.00	Washington (WJLA)		6/1/16
41.0	Normal Line / SPOT	11/07/16-11/11/16	4	:30	6:27P- 6:30P (EST)	1	X	X	X	X	X			1	\$6,000.00	\$6,000.00	Washington (WJLA)		6/1/16
42.0	Revised Line / SPOT	10/03/16-10/07/16	4	:30	6:57P- 7P (EST)	3	X	X	X	X	X						Washington (WJLA)		6/1/16
42.1	Normal Line / SPOT	10/03/16-10/07/16	4	:30	Orbit- 6:57P-7P(Mo-Fr), 6:27P-6:30P(Mo-Fr)	3	X	X	X	X	X			3	\$4,000.00	\$12,000.00	Washington (WJLA)		7/28/16
43.0	Normal Line / SPOT	10/10/16-10/14/16	4	:30	6:57P- 7P (EST)	3	X	X	X	X	X			3	\$4,000.00	\$12,000.00	Washington (WJLA)		6/1/16
44.0	Revised Line / SPOT	10/17/16-10/21/16	4	:30	6:57P- 7P (EST)	3	X	X	X	X	X						Washington (WJLA)		6/1/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract

2513187

Schedule Dates

10/03/16-11/11/16

Advertiser

Barbara Comstock for VA House of Delegates 10th District-R

Agency

Strategic Media Placement (6694)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

VA CD10 Comstock 2016 (835667)

Salesperson

HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)

Sales Office

WJLA/GJLA/EJLA

Buyer Name

Phone/Fax

/

CPE

4503

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered

05/31/16

Last Modified

10/14/16

Entered By

Kimberly Camps

CO-OP

No

Headline

Demo

A35+

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$43,095.00

Net Total

\$244,205.00

Sales Tax

Washington (WJLA)

By Broadcast Month

Spots

Rate

Oct. 2016 122 \$172,900.00

Nov. 2016 48 \$114,400.00

Grand Total: 170 \$287,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
44.1	Normal Line / Access	10/17/16-10/21/16	4	:30	6:57P- 7P (EST)	3	X	X	X	X	X			3	\$4,000.00	\$12,000.00	Washington (WJLA)		10/11/16
45.0	Normal Line / SPOT	10/24/16-10/28/16	4	:30	6:57P- 7P (EST)	4	X	X	X	X	X			4	\$4,000.00	\$16,000.00	Washington (WJLA)		6/1/16
46.0	Revised Line / SPOT	10/31/16-11/04/16	4	:30	6:57P- 7P (EST)	4	X	X	X	X	X						Washington (WJLA)		6/1/16
46.1	Normal Line / SPOT	10/31/16-11/04/16	4	:30	Orbit- 6:27P-6:30P(Mo-Fr), 6:57P-7P(Mo-Fr)	4	X	X	X	X	X			4	\$4,000.00	\$16,000.00	Washington (WJLA)		7/28/16
47.0	Revised Line / SPOT	11/07/16-11/11/16	4	:30	6:57P- 7P (EST)	1	X	X	X	X	X						Washington (WJLA)		6/1/16
47.1	Normal Line / SPOT	11/07/16-11/11/16	4	:30	Orbit- 6:27P-6:30P(Mo-Fr), 6:57P-7P(Mo-Fr)	1	X	X	X	X	X			1	\$4,000.00	\$4,000.00	Washington (WJLA)		7/28/16
48.0	M/G For 31.0.1 / Prime Premium	11/02/16-11/02/16	4	:30	9P- 9:30P (EST)	1			X					1	\$12,000.00	\$12,000.00	Washington (WJLA)		8/12/16
49.0	Revised Line / Football	10/08/16-10/08/16	4	:30	3:30P- Sports-ABC College Football 2	1						X					Washington (WJLA)		9/30/16
49.1	Normal Line / Football	10/08/16-10/08/16	4	:30	3:30P- Sports-ABC College Football 2	1						X		1	\$1,500.00	\$1,500.00	Washington (WJLA)		10/6/16
50.0	Normal Line / SPOT	10/08/16-10/08/16	4	:30	11:30:56P- News-ABC 7 News at 11p	1						X		1	\$500.00	\$500.00	Washington (WJLA)		10/6/16
51.0	Normal Line / Football	10/15/16-10/15/16	4	:30	7:57:56P- Sports-ABC College Football 3	1						X		1	\$2,000.00	\$2,000.00	Washington (WJLA)		10/7/16

CONFIRMATION CONTRACT

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52.0	Normal Line / SPOT	10/10/16-10/14/16	4	:30	9A- Live with Kelly	1	X	X	X	X	X			1	\$400.00	\$400.00	Washington (WJLA)		10/7/16
53.0	Normal Line / Football	10/15/16-10/15/16	4	:30	11:58:40A- Sports-ABC College Football	2						X			\$1,000.00		Washington (WJLA)		10/11/16
53.0.1	Preempt	10/15/16															Washington (WJLA)	No Availability/Exception -	
53.0.2	Preempt	10/15/16															Washington (WJLA)	No Availability/Exception -	

CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

Comments:

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